

EXTERNAL

effective, consistent, & graphical signage

step by step

a comprehensive wayfinding solution
at Hughes Spalding

INTERNAL

innovative, interactive, & fun model

Step 1: Navigate to the hospital.

Problems

1. Current signage is **inaccurate, inconsistent, and does not cater to all users.**
2. Signage does not account for **different methods of arrival.**
3. **Associated with Grady**, not Children's Healthcare of Atlanta.
4. **Direction givers are inappropriate**, providing inefficient & inaccurate directions.
5. People **do not rely on personal technology** for directions.

Solutions

1. Create a new graphical sign that **caters to the entire population** (multi-lingual, illiterate, all ages)
2. **Systematic sign placement**, considering all methods of transportation



proposed signage system and placement

Next Steps

1. Create an even **more extensive map** of more potential sign locations
2. **Provide training** to MARTA employees, security guards, etc



existing signage



1. Create a **graphical, interactive model** to help all users understand their orientation in the hospital.
2. Use **colors, landmarks, symbols, and cognitive techniques** to help all users navigate the hospital.
3. Provide a **take-away reference** to help people navigate to and from their destination, as well as provide assurance that they are on the right track.

To find your way, simply PRESS and PRINT.

Upon entering the hospital...

- **find your destination** based on the symbol or label
- **press** the button corresponding to your destination
- your **desired pathway will light up**
- you have the option to **print the map** (in English or Spanish)



Next Steps

1. Integrate with **virtual reality environment room**
2. Have interactive maps in **multiple locations** with different start positions
3. Build interactive **3D model**
4. Add **Mandarin** as a language option